

January 28, 1971

Supplement to Mr. Kloepper's Report
Summary of Public Relations Activities
by The Tobacco Institute--1970

Administration

We assisted the president of the Institute in development of improved organizational structure and procedures, and in the search for and employment of a medical director and director of statistics.

Advertising

There were two major advertising projects coordinated and "merchandised" by direct-mail follow-up--disclosure in May of our unsuccessful requests to the American Cancer Society in the "smoking dogs" matter, and review in December of the cigarette companies position and contribution to smoking-health research.

Analysts' Briefing

Responding to an invitation from the New York Society of Security Analysts, the staff in cooperation with the ad hoc legal committee helped arrange a program presenting first-hand scientific views to the group last June. We reprinted the transcript and distributed it to some 15,000 analysts throughout the country.

Broadcasting

In a memorandum to every U. S. broadcast licensee, we advised of the FCC decision in December, our position with respect to it, and our intention to supply broadcast materials to any station which continued anti-smoking programming after the cigarette advertising blackout. With assistance from Brown & Williamson and its agency, we had our first two tv spots on hand for distribution by January 2. We adapted one into a

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script for local use by radio stations. We developed a nationwide anti-smoking broadcasting reporting system through the sales forces of the member companies.

Budget

The proposals submitted to the Executive Committee last January were developed by the staff and the Communications Committee with specific discussion of feasible projects and careful research as to cost projections.

Clippings

With the Institute library staff, we scanned more than 13,000 news clippings, and countless broadcast reports, articles, journals and papers relevant to smoking and health. Some were reported in our Newsletter; some evoked our direct responses to the media; some were included in special reports to the ad hoc legal committee.

Communications Committee

The staff attended eight meetings of the Communications Committee.

Consultant

We arranged for a complete review of the Institute's public relations activities by an outside expert, and received and analysed his report with the Communications Committee.

Correspondence

The four members of the PR staff wrote more than 1,600 individual letters and over 150 "informational memoranda."

Economic Studies

Developed industry response to the President's Commission on International Trade and Investment Policy; secured economic consultant to the Institute and helped him begin study of cigarette tax impact.

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Executive Briefings

We helped prepare Mr. Cullman for his "Face the Nation" interview, and worked with "truth squad" before its trip to London on the RCP Report, as well as helping intermittently with briefings of high-level government and other figures.

Film

We arranged with Australian cigarette companies to obtain some 18,000 feet of filmed interviews of scientific experts, mostly Americans, looking toward our own production of a movie on the smoking-health controversy.

Government Relations

Working continuously with Institute staff members in this area, we prepared substantial quantities of "backup" material pertinent to enactment of the new cigarette law, and certain activities of the regulatory agencies.

Media Briefings

Plans to send teams to metropolitan centers to brief invited newsmen on the industry's view of the smoking-health controversy were deferred, though the "script" and other materials for these planned sessions were brought through successive drafts to near completion.

Newsletter

Publication began in late summer with an initial circulation of fewer than 100. Ten editions were issued, and circulation grew to 650.

Newspaper Features

A half-dozen "columns" for weekly newspapers on smoking and health were drafted in preparation for a proposed distribution project for 1971.

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News Releases

The Institute issued 19 formal statements to news media, including six on the "smoking dogs" fiasco alone. Hundreds of responses were made to media queries.

Poll

The staff developed a questionnaire in cooperation with Roper Associates, which polled a national population sample on a variety of questions about smoking and health, and reported the results to management groups at member company offices.

Project A

During the first half of the year, we worked steadily in the development of commercial broadcast material on smoking and health, ending the project when networks refused to accept it for broadcast.

Speeches

We drafted several dozen speeches for officers of the Institute and other persons--even delivered several ourselves, to the Fellows at the Washington Journalism Center, to the White House Newsletter public relations seminar, to American University political science students, to the Richmond Public Relations Association, to the Philadelphia Newspaper Representatives Association and to the Agate Club in Chicago.

Television

As the year ended the staff was deeply involved in assistance to the staff of "The Advocates," a Public Broadcasting Service program to be devoted to smoking and health in the third week of January, 1971.

TGIC

In cooperation with the Tobacco Growers Information Committee, we sponsored a spring breakfast and a fall dinner for the National Association of Farm Broadcasters; and a dinner for the press covering the TGIC annual meeting.

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Tobacco Publications

An out-of-date booklet, "Tobacco, Pioneer in American Industry," was brought up to date, redesigned and issued. Three booklets in the Institute series of the history of tobacco in individual states were re-researched and republished. A colorful classroom poster on tobacco growth and production was designed and published.

White Paper

"The Cigarette Controversy--Eight Questions and Answers," was researched and republished in its second edition. This is the Institute's basic statement of view on the subject.

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